DOCUMENT RESUME

ED 469 411 PS 030 674

AUTHOR	Hartline, Heather; Henchy, Geri
TITLE	WIC Partnerships and the Nurturing Parent.
INSTITUTION	Food Research and Action Center, Washington, DC.
SPONS AGENCY	General Mills Foundation, Wayzata, MN.; Ewing Marion Kauffman Foundation, Kansas City, MO.; Moriah Fund, Washington, DC.; David and Lucile Packard Foundation, Los Altos, CA.; Public Welfare Foundation, Washington, DC.; Charles H. Revson Foundation, Inc., New York, NY.
PUB DATE	2002-09-00
NOTE	12p.; Additional funding provided by the Gerber Foundation, Pritzker Cousins Foundation, and MAZON: A Jewish Response to Hunger.
AVAILABLE FROM	Food Research and Action Center, 1875 Connecticut Avenue, N.W., Suite 540, Washington, DC 20009. Tel: 202-986-2200; Fax: 202-986-2525; Web site: http://www.frac.org. For full text: http://www.frac.org/html/publications/FinalWICPartnerships.PDF.
PUB TYPE	Reports - Descriptive (141)
EDRS PRICE	EDRS Price MF01/PC01 Plus Postage.
DESCRIPTORS	*Agency Cooperation; At Risk Persons; Delivery Systems; Family Programs; *Federal Programs; Low Income Groups; Parent Child Relationship; *Parent Education; Preschool Children; Prevention; Program Descriptions
IDENTIFIERS	Nutrition Services; *Women Infants Children Supplemental Food Program

ABSTRACT

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federally funded preventive health and nutrition program administered by the U.S. Department of Agriculture through state and local agencies and provides services to nutritionally at risk low-income pregnant women, postpartum women, infants, and children up to age 5. This report, designed as a resource in developing innovative nutrition education and service efforts, focuses on successful WIC parenting education collaborations--efforts to weave together services that address the parenting, nutrition, cognition, and health needs of WIC families through innovative nutrition education in cooperation with parenting, literacy, and early childhood development initiatives. Five model programs from local and state agencies were selected for inclusion in this report, based on their innovative means of enhancing nutrition education. The programs are based in California, Massachusetts, Missouri, New Mexico, and Vermont. In addition to contact information and program overview, each program description provides information on the program location, agency partners, program establishment, program participants, program structure, and funding and training resources. The report concludes with a list of resources for creating WIC parent education partnerships. (KB)

Reproductions supplied by EDRS are the best that can be made
from the original document.

ED 469 411

WIC Partnerships and the Nurturing Parent

Food Research and Action Center

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

X This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

James D. Weill

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

1

PS 030674

BEST COPY AVAILABLE

WIC Partnerships and the Nurturing Parent

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federally funded preventive health and nutrition program. Administered by the United States Department of Agriculture through state and local agencies, WIC provides services to nutritionally at-risk low-income pregnant women, postpartum women, infants, and children up to age five. WIC has an extraordinary track record in improving the health and nutritional status of low-income mothers and children and in saving health care dollars. WIC benefits include nutrition education and counseling, health and social services referrals, and a monthly food package.

WIC reaches an extraordinarily large number of mothers and children – over 1.7 million pregnant women and mothers, nearly 2 million infants and over 3.5 million children under age 5. WIC serves about 40 percent of all pregnant women, 47 percent of infants and over 20 percent of all children under age 5.

This report focuses on successful WIC parenting education collaborations – WIC program efforts to weave together services that address the parenting, nutrition, cognition, and health needs of WIC families through innovative nutrition education that collaborates with parenting, literacy and early childhood development initiatives.

The goals and benefits of these model WIC programs include removing barriers to parent education, increasing preschool readiness and family literacy, improving child health and nutrition, providing anticipatory guidance and strategies on feeding and parenting skills, and improving practitioner outreach and education efforts.

To fulfill these goals, a variety of strategies are employed by different programs. Some programs are implemented statewide, while others focus on local efforts in county health departments or WIC clinics. Several of the programs utilize additional local or federal grant funding sources, while others work with the monies already available in their budgets. A few programs require intensive staff training on parenting and childhood development, while others bring in specialists to address these components.

Regardless of the program goals or structure, all of the programs are implemented directly in WIC clinics, thus helping parents in a setting where they already come for assistance, increasing access to care and expanding the range of services. In addition, some programs provide optional and/or reduced-cost services in other community agencies to further improve care.

Five model programs from local and state agencies were selected for this report based on their innovative means of enhancing nutrition education. They address a number of needs in WIC families relating to child development, literacy, parenting skills and the feeding relationship. By reviewing these programs, WIC agencies, parent support groups, policy makers, the general public, and those interested in improving the lives of children can see the value of WIC, the important work that is being done and innovative models that are well worth replicating. The report can be used as a tool and resource in developing innovative nutrition education and service efforts.

The model programs, from across the United States, include:

- WIC Family Learning Center, California,
- Mother to Mother Parenting Peer Counseling, Massachusetts,
- Parenting Pointers, Missouri,
- Feeding Relationships Program and Nurturing Parenting Program, New Mexico, and
- Brazelton's Touchpoints, Vermont.

WIC Family Learning Center

Program Location
Salinas, CA

Partners
Monterey County Health Department, Salinas Adult School Parent Education Center, Salinas Public Library

Program Established
June 1998 (in development for 10-11 years)

Participants
WIC clients

Contact Information
Joann S. Godoy, RD, MBA
Public Health Program, Supervisor
Monterey County Health Department
632 East Alisal Street
Salinas, CA 93905
Phone: (831) 757-1819
Fax: (831) 757-3286
E-mail: godoyj@co.monterey.ca.us

Program Overview
Through partnerships with local education and literacy groups, the Salinas WIC site developed a family literacy and nutrition education program to promote the healthy development of WIC families and to help prepare them for a successful school experience. WIC is a natural place to promote school readiness by enhancing basic services and building upon WIC's staff, facilities, and materials.

The goal of the WIC Family Learning Center is to provide nutrition education to more than 7,000 Salinas families in a preschool-like educational setting during their routine WIC visits. Activities focus on age-appropriate skills development for the children, effective parenting, and learning to use a public library. Community agencies have implemented related programs in the WIC site's family-friendly environment, and provide additional services at no cost to WIC.

Program Structure
The Salinas WIC site is a formal branch of the Salinas Public Library, with over 2,500 books, videos, and learning kits on nutrition, cooking and gardening, parenting, safety, English language development, and General Education Degree (GED) preparation.

Pre-literacy activities such as counting, coloring, music and singing, matching, and story-time happen in the WIC waiting room as well as in clinic areas and the classroom to engage children in nutrition education. WIC staff and student volunteers read storybooks with health and nutrition themes to introduce children to the joy of learning.

The Salinas Public Library also implements its "Families for Literacy" program at the WIC site by providing tutors that assist teen parents in improving their literacy skills. The Salinas Adult School (SAS) provides 3-hour GED classes at Salinas WIC three days a week. The Salinas Adult School Parent Education Center provides free and reduced-priced classes to WIC participants.

Resources
Funding
Funding for the library began as a Community Development Block Grant entitled "Young Families in Our Libraries." Additional funds have come from the California Nutrition Network, Salinas Adult School and the WIC budget. Many books have been donated through book drives.

Training
To ensure quality and provide staff training, parenting and child development specialists (credentialed teachers) were included in program implementation.

'Mother to Mother' Parenting Peer Counseling

Program Location
Lawrence, MA

Partners
Healthy Families and the Lawrence/ Methuen Family Network Coalition (which includes Lawrence/Methuen Family Network, the Child Care Circuit, Greater Lawrence Community Action Council, Greater Lawrence Family Health Center, Professional Center for Child Development, Early Head Start, Family Service, Massachusetts Society for Prevention of Cruelty to Children, Women's Resource Center, and Lawrence High School)

Program Established
October 2001

Participants
WIC mothers of 0-18 month old children, with an emphasis on adolescent and/or first-time mothers.

Contact Information
Nancy Mooney, MEd, IBCLC, MLD/N
Lawrence WIC Program Assistant Director and Breastfeeding Coordinator
Greater Lawrence Community Action Council, Inc.
350 Essex St.
Lawrence, MA 01840
Phone: (978) 681-4960
Fax: (978) 681-4917
E-mail: nmooney@glcac.org
Website: http://www.glcac.org

Program Overview
The Massachusetts WIC Program initiated a pilot parenting project in the Lawrence WIC Program to address new mothers' concerns about feeding their children, from birth to 18 months of age.

The purpose of the peer-led project is to provide information, support and timely follow-up in ways that meet the ongoing challenges of parents, especially first time, inexperienced mothers. The program goals include: enhancing interactions between mothers and babies, positively affecting the feeding relationship of new parents and their young children, and helping parents establish good eating habits and patterns with their children. Peer counselors provide anticipatory guidance on parenting skills, particularly targeting infant and toddler feeding issues.

The peer counselors receive training on normal growth and development, basic feeding and nutrition of the infant and toddler, and parenting concerns as they relate to feeding, as well as counseling and the group process.

Program Structure
The peer counselors conduct two groups each week targeting specific age-related concerns. For example, the three-month group centers on issues like developmental changes, positive interactions such as singing and playing with baby, and anticipatory guidance on introducing solids.

The groups are scheduled to last one hour. Each meeting begins with a facilitated group discussion on appropriate topics and then may include an activity such as making a simple baby toy. This project has many local partners; these local community organizations provide training on an expanded range of topics like baby massage and infant CPR.

The peer counselors make timely telephone contacts with the participants to further support the messages provided during the groups, as well as to address individual needs.

Resources
Funding
The primary funding source for this pilot project is a special projects grant from the Massachusetts WIC Program.

Key Resources
A training manual for the parenting peer counselors and the trainer are in development. Additional training resources include the Massachusetts Department of Public Health's Child Health Diary – Growing Up Healthy, Bright Futures in Practice – Nutrition, Bright Futures for Babies, The New Middle of the Night Book (from MELD), The First Years Last Forever Video Series (from I Am Your Child) as well as a range of supplementary participant education pamphlets.

Parenting Pointers

Program Location
Ralls and Pike Counties, MO

Partners
Ralls County Health Department, Pike County Health Department, University Outreach and Extension

Program Established
August 1999

Participants
All WIC Participants

Contact Information
Glenda Moore, RD, LD
WIC Nutritionist
Ralls & Pike Co. Health Dept.
5 East Church
Bowling Green, MO 63334
Phone: (573) 324-6373
Fax: (573) 324-3057

Leanne Spengler, MS
Human Development Specialist
University Outreach & Extension
Courthouse
115 West Main
Bowling Green, MO 63334
Phone: (573) 324-5464
Fax: (573) 324-3751
E-mail: spenglerl@missouri.edu
Website: http://outreach.missouri.edu

Program Overview
The University Outreach and Extension's human development specialist designed a parenting model to eliminate barriers to participation in parenting workshops. She expanded her original model in collaboration with the Pike and Ralls County WIC clinics.

The purpose of this partnership is to proactively support parents, reinforce what parents are doing well, and provide information about options or strategies available to parents. Quality parent education is provided directly in the WIC clinics, thus increasing participation in parenting programs. Approximately 75-100 Pike County WIC clients and 25 Ralls County WIC clients participate in these *Parenting Pointers* sessions each month.

Program Structure
WIC clinic "voucher days" are held 2 days a month in Pike County and 1 day a month in Ralls County for prenatal participants. At this time, each client rotates through three circuits to spend time with a nutritionist, nurse case manager, and human development specialist.

The pregnant women clients are likely to have individual sessions with the human development specialist, whereas other clients participate in small group sessions of up to 8 individuals. These sessions are typically held in the 10-15 minutes during which the vouchers are being produced by the WIC staff.

For a two month period, *Parenting Pointers* addresses six parenting topics: care for self; nurturing, guiding, understanding, and motivating children; and advocating for children. These topics are based on "Basic Parenting," a curriculum created by Charles A. Smith at Kansas State University. Handouts are provided and activities are suggested for parents to take home and complete by themselves or with their family.

Resources
Funding
The resources needed for this program are integrated into the human development specialist's budget.

Training
The human development specialist is primarily responsible for running the parenting component of the program. Thus, limited staff training was necessary to implement the program.

Feeding Relationships Program and Nurturing Parenting Program

Program Locations
Doña Ana County, NM and the State of New Mexico

Partners
New Mexico Department of Health, New Mexico State University, Community Action Agency, Corporation for National Service (VISTA), Cooperative Extension's Expanded Food and Nutrition Education Program

Program Established
October 2000

Participants
All WIC clients are part of the *Feeding Relationships Program*, but only Doña Ana County WIC participants are targeted for the *Nurturing Parenting Program*

Contact Information
Jane Peacock, MS, RD
Family Food and Nutrition Services Section Chief
New Mexico Dept. of Health
E-mail: janep@doh.state.nm.us

Esther Devall, PhD
Professor and Certified Family Life Educator
New Mexico State University
Phone: (505) 646-1185
E-mail: edevall@nmsu.edu

Program Overview
With the help of state and local agencies, a two-pronged approach to improve parenting was developed in New Mexico to strengthen WIC families struggling with multiple parenting challenges and stresses.

The long range goals of the approach include revitalizing quality nutrition services by providing meaningful nutrition education that addresses parenting issues and improves child health. Program goals include improving feeding skills through facilitated nutrition education discussions, decreasing negative parenting beliefs and practices, and increasing the use of effective discipline techniques. The *Feeding Relationships Program* reaches over 56,000 participants statewide and has provided meaningful continuing education opportunities for nutritionists to better serve their clients. The *Nurturing Parenting Program*, with approximately 90 parents and 130-140 children, is an important means for parents and their peers to give and receive support.

Program Structure
Statewide, WIC nutritionists augment facilitated nutrition education with parenting as part of the *Feeding Relationships Program*. Ellyn Satter's pioneering work on feeding relationships has been adapted for the WIC program and serves as the foundation of nutrition education efforts.

In Doña Ana County, the *Nurturing Parenting Program* involves intensive parenting education by family educators. The program consists of 23 weekly classes, lasting 2 1/2 hours, held in WIC clinics, schools, churches, and community centers. Both parents and children participate. For the first hour, parents spend time in a "Nurturing Self" session focusing on stress management, family influences, and balancing work and family. Children spend this time apart from their parents in art, music, and literacy activities focusing on self-esteem, feelings, self-care, and getting along with others. In the next 30 minutes, parents and children are brought together for snacks, songs, and games in "Family Nurturing Time." During the final hour, parents participate in "Nurturing Child" activities that focus on child development, positive discipline, and feeding relationships.

Resources
Funding
Both programs are funded through a 3-year Special Projects Grant from the USDA Food and Nutrition Service.

Training
Five program administrators received training in secondary intervention in Ellyn Satter's 3-day "Feeding with Love and Good Sense" program. Two of these administrators developed a 2day primary intervention program that trained 180 WIC staff members. Twenty-five nutritionists from WIC and Children's Medical Services participated in Ellyn Satter's 3-day secondary intervention training.

Brazelton's Touchpoints

Program Location
State of Vermont

Partners
Brazelton Touchpoints Center, Vermont Department of Health, Vermont Chapter of the American Association of Pediatrics, Head Start, community based pediatric or child providers, home health agencies, parent child centers, maternal and child health coalitions

Program Established
March 2001

Participants
Vermont families

Contact Information
Donna Bister
WIC Program Director
Vermont Department of Health
P.O. Box 70
108 Cherry Street
Burlington, VT 05402
Phone: (802) 863-7333
Fax: (802) 863-7229
E-mail: dbister@vdh.state.vt.us
Website: http://www.state.vt.us/health

Program Overview
The Vermont Department of Health collaborated with the Brazelton Touchpoints Center in Boston, Massachusetts, to improve staff and client satisfaction, while also better meeting parents needs, during interviewing and counseling efforts.

Touchpoints, a multidisciplinary approach, allows practitioners to better engage families by focusing counseling and education efforts on areas of interest and concern expressed by the parents. The interdisciplinary approach strengthens professional relationships by reducing conflicting messages and empowers parents and caregivers by giving them more control over the interview process. The clients are also better able to recognize, understand, and accept the uniqueness of their child. By collaborating with community members who may not have been perceived as mutually beneficial partners in the past, the model's purpose of making things better for parents has been more readily achieved. The approach is reaching thousands of WIC families across the state.

Program Structure
Dr. Brazelton and 5 of his staff members trained four interdisciplinary faculty teams that represented the four regions of Vermont. These nominated faculty teams each included a public health professional (e.g. WIC), a physician, a home visiting nurse, and a community based organization representative (e.g. Head Start). The four teams engaged in an intensive, weeklong training course where they learned how to implement the model consistently across different public health programs in Vermont. To this end, the faculty teams have been training over 200 pediatricians, home visiting nurses, home visiting family support workers, WIC nutritionists and other public health department staff on the Touchpoints approach.

The WIC staff use a standardized checklist to address certain required topics during every visit (e.g. anthropometric measurements, eligibility factors, food package components). With the Touchpoints model in mind, additional topics on the checklist are discussed based on the parents' wishes and needs. These topics could include meal patterns, appetite changes, hygiene, sleep, child care, supervision, immunizations, developmental stages, available community resources, car seats, and childproofing.

Resources
Funding
The costs for implementing this program within the WIC program are incorporated into the budget.

Training
Four faculty team members from WIC spent one week in an intensive Touchpoints training course. Local staff members participate in three non-consecutive days of training headed by faculty team members.

WIC Partnerships and the Nurturing Parent Resources

The following non-profit organizations offer information, training materials and members that can be helpful in creating WIC parent education partnerships:

Early Education and Parenting

The National Association For the Education of Young Children has a national network of nearly 450 local state and regional affiliates working to improve early education for children. www.naeyc.org/affiliates

The Child Welfare League of America has a basic easy-to-read parenting curriculum, *Teaching Parents of Young Children: A Curriculum in 12 Sessions*. Designed to be used by anyone interested in conducting parenting classes, the curriculum includes a *Leader's Manual* and a *Parent Power Pages* workbook. www.cwla.org

Meld offers parenting training for practitioners and publications for both parents and professionals. www.meld.org

Zero To Three: National Center for Infants, Toddlers & Families is an excellent resource for materials and training on parenting infants and toddlers. The Zero To Three Learning and Growing Together Strategic Initiative provides training for staff development to strengthen parent/professional relationships to enhance learning. www.zerotothree.org

Learning and Literacy

United States Department of Agriculture, WIC Healthy Children Ready to Read partnership will provide support, information and potential partners for encouraging reading readiness among WIC children. www.usda.gov

Reach Out and Read provides training for health professionals, materials and support for early literacy intervention in parent/child programs in clinics and hospitals. These programs introduce children to books and reading aloud at an early age. www.reachoutandread.org

Sesame Street: Caregivers has a very good fact sheet providing tips to enhance children's experiences with language and learning and a complete guidebook, *Learn and Grow with Sesame Workshop: From Language to Literacy*. www.pbskids.org/sesame/caregivers/learn_literacy

United States Department of Education has information about its early childhood literacy initiatives and offers the comprehensive guide, *Teaching Our Youngest: A Guide for Preschool Teachers & Child Care & Family Providers.* www.ed.gov/offices/OESE/teachingouryoungest/

The WIC Program

Food Research and Action Center has WIC advocacy and program information and WIC contact lists. www.frac.org

United States Department of Agriculture provides detailed information on WIC, including *WIC Nutrition Service Standards*, a newly updated set of standards that can serve as a guide to quality WIC services. www.fns.usda.gov

National WIC Association offers WIC information, a calendar of WIC events and services for members throughout the United States. www.nwica.org

About the Food Research and Action Center

The Food Research and Action Center (FRAC) is the leading national organization working for more effective public and private policies to eradicate domestic hunger and undernutrition.

Acknowledgments

This report was prepared by Heather Hartline and Geri Henchy. Assistance and review were provided by Lynn Parker and Jim Weill.

FRAC appreciates the assistance of the WIC community in preparing this report: Donna Bister, Vermont Department of Health; Esther Devall, New Mexico State University; Joann Godoy, Monterey County Health Department; Nancy Mooney, Greater Lawrence Community Action Council, Inc.; Glenda Moore, Ralls and Pike County Health Department; Jane Peacock, New Mexico Department of Health; Leanne Spengler, University Outreach and Extension; and Douglas Greenaway and Cecelia Richardson, National WIC Association.

FRAC is also grateful for the assistance of Ronald Vogel, Patricia Daniels and Jay Hirschman of the United States Department of Agriculture, Food and Nutrition Service.

FRAC gratefully acknowledges the invaluable core support that the Gerber Foundation, General Mills Foundation and Pritzker Cousins Foundation have provided for FRAC's work on WIC, including this publication. We also thank the many supporters of FRAC's Campaign to End Childhood Hunger and child nutrition efforts, including the Ewing Marion Kauffman Foundation, MAZON: A Jewish Response to Hunger, the Moriah Fund, the David and Lucile Packard Foundation, the Public Welfare Foundation, and the Charles H. Revson Foundation.

©September 2002

Food Research and Action Center
1875 Connecticut Avenue, NW, Suite 540
Washington, DC 20009
(202) 986-2200; Fax (202) 986-2525
www.frac.org

U.S. Department of Education
Office of Educational Research and Improvement (OERI)
National Library of Education (NLE)
Educational Resources Information Center (ERIC)

NOTICE

Reproduction Basis

X	This document is covered by a signed "Reproduction Release (Blanket)" form (on file within the ERIC system), encompassing all or classes of documents from its source organization and, therefore, does not require a "Specific Document" Release form.
	This document is Federally-funded, or carries its own permission to reproduce, or is otherwise in the public domain and, therefore, may be reproduced by ERIC without a signed Reproduction Release form (either "Specific Document" or "Blanket").